Applicant : Harry Morris et al.   Attorney's Docket No.: 06975-058001 / Ad Serving 01
Serial No. : 09/690,007
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Listing of Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Previously presented): A method of presenting advertising to viewers in a computer network environment, the method comprising:

monitoring a viewer's interactions with an associated computer system;

determining an amount of time to be used in later displaying advertisements on the viewer's associated computer system based on the viewer's monitored interactions;

adjusting a timing of later displayed advertisements on the viewer's associated computer system based on the determined amount of time.

2. (Previously presented): The method of claim 1, wherein adjusting the timing comprises adjusting an ad expiration tuning parameter configured to set a quantity of time for which an advertisement is available for display.

3. (Original): The method of claim 1, wherein adjusting the timing comprises adjusting a maximum display count configured to set a maximum number of times an advertisement may be displayed to a user viewing a batch of ads.

4. (Original): The method of claim 1, wherein adjusting the timing comprises adjusting a minimum display time configured to set a minimum amount of time that an advertisement may be displayed before another advertisement is displayed.

5. (Original): The method of claim 1, wherein adjusting the timing comprises adjusting an idle delay configured to cause a delay from the time a user has gone idle before a first advertisement is replaced with another advertisement.

6. (Original): The method of claim 1, wherein adjusting the timing comprises adjusting an active delay configured to cause a delay from the time a user goes active before displaying another advertisement.

7. (Original): The method of claim 1, wherein adjusting the timing comprises adjusting an idle (no spin) parameter configured to stop the display of a first advertisement from being replaced with the display of another advertisement after a user goes idle.

8. (Previously presented): The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system comprises monitoring a use of a computer mouse.

9. (Previously presented): The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system comprises monitoring a use of a computer keyboard.

10. (Previously presented): The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system comprises monitoring an auditory signal.

11. (Original): The method of claim 10, wherein the auditory signal is the viewer's voice.

12. (Previously presented): The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system comprises monitoring a maximization and a minimization status of a screen displaying advertising.

13. (Previously presented): The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system comprises monitoring a viewer's use of a device that sends an input, or causes an input to be sent, to the associated computer system.

14. (Original): The method of claim 1, wherein the timing of displayed advertisements on a screen displaying advertising is configured to not switch between advertisements if the screen displaying advertisements is minimized or occluded.

15. (Previously presented): A computer program stored on a computer-readable medium or a propagated signal for presenting advertising to viewers in a computer network environment, comprising:

a monitoring code segment that cause a computer to monitor a viewer's interactions with an associated computer system;

a determining code segment that causes the computer to determine an amount of time to be used in later displaying advertisements on the viewer's associated computer system based on the viewer's monitored interactions; and

an adjusting code segment that causes the computer to adjust a timing of later displayed advertisements on the viewer's associated computer system based on the determined amount of time.

16. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust an ad expiration tuning parameter that sets the quantity of time for which an advertisement is available for display.

17. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust a maximum display count that sets a maximum number of times an advertisement may be displayed to any individual user viewing a batch of advertisements.

18. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust a minimum display time that sets a minimum

amount of time that an advertisement may be displayed before another advertisement is displayed.

19. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust an idle delay that causes a delay from the time a user has gone idle before a first advertisement is replaced with another advertisement.

20. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust an active delay that causes a delay from the time a user goes active before displaying another advertisement.

21. (Previously presented): The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust an idle (no spin) parameter that stops the display of a first advertisement from being replaced with the display of another advertisement after a user goes idle.

22. (Previously presented): The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor a viewer's interactions with an associated computer system by monitoring a use of a computer mouse.

23. (Previously presented): The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor a viewer's interactions with an associated computer system by monitoring a use of a computer keyboard.

24. (Previously presented): The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor a viewer's interactions with an associated computer system by monitoring a maximization and a minimization status of a screen displaying advertising.

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25. (Previously presented): The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor a viewer's interactions with an associated computer system by monitoring a viewer's use of a device that sends an input, or causes an input to be sent, to the associated computer system.

26. (Previously presented): The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor a viewer's auditory interactions with an associated computer system by monitoring auditory signals.

27. (Previously presented): The computer program of claim 26, wherein the auditory signal is the viewer's voice.

28. (Previously presented): The computer program of claim 15, wherein the timing of displayed advertisements on a screen displaying advertising is configured to not switch between advertisements if the screen displaying advertisements is minimized or occluded.

29-54. (Canceled)

55. (Previously presented): A method of optimizing a click-through rate of a user viewing content in a computer network environment, the method comprising:

downloading advertisements and a set of tuning parameters to a user's computer, wherein the set of tuning parameters are configured to cause a display of a first advertisement on the user's computer to be changed to a display of another advertisement on the user's computer by determining an amount of time to be used in the later displayed advertisement based on a user's activity with respect to the user's computer;

storing click-through information for the advertisements; and

sending the click-through information to a host computer.

56. (Previously presented): The method of claim 55, further comprising:

varying the tuning parameters downloaded to the user's computer; and

utilizing a correlation technique to determine a correlation between the tuning parameters downloaded to the user's computer and a click-through rate of the user.

57. (Original): The method of claim 56, further comprising setting another set of tuning parameters based on the correlation between the tuning parameters and the user click-through rate.

58-63. (Canceled)

64. (Previously presented) The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system includes continually monitoring the viewer's interactions with the associated computer program.

65. (Previously presented) The method of claim 1, wherein monitoring the viewer's interactions with the associated computer system includes monitoring the viewer's interactions with the associated computer system that are unrelated to a manual adjustment of the timing of the displayed advertisements.

66. (Previously presented) The method of claim 1, wherein adjusting the timing of the later displayed advertisements includes varying lengths of time during which the advertisements are displayed on an advertisement-by-advertisement basis.

67. (Previously presented) The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor continually the viewer's interactions with the associated computer system.

68. (Previously presented) The computer program of claim 15, wherein the monitoring code segment causes the computer to monitor continually the viewer's interactions with the associated computer system that are unrelated to a manual adjustment of the timing of the displayed advertisements.

69. (Previously presented) The computer program of claim 15, wherein the adjusting code segment causes the computer to adjust the timing of the later displayed advertisements by varying lengths of time during which the advertisements are displayed on an advertisement-by-advertisement basis.

70. (Previously presented) The method of claim 55, wherein the tuning parameters are configured to vary lengths of time during which the advertisements are displayed on an advertisement-by-advertisement basis.